

221 Pembina Avenue

Hinton, Alberta T7V 2B3

Request for Proposals (RFP)

For Leadership West Yellowhead 2.0 Program

**Date Issued**: September 1, 2023

**Response Due Date**: November 30, 2023, by 4:00 pm

**Contact:** Send RFP Responses to: Nancy Robbins, General Manager

Subject Line: Leadership West Yellowhead 2.0 Program RFP

Email: [nrobbins@albertacf.com](mailto:nrobbins@albertacf.com)

**Questions:** Questions may be directed to Nancy Robbins at the email above

**Request for Proposals (RFP) for Leadership West Yellowhead 2.0 Program**

**Overview**

Leadership West Yellowhead is a community leadership program offered by Community Futures West Yellowhead. It was previously offered through our organization from 2008 to 2012. This new edition of the program would run from January 2024 to June 2024 and consists of three components: Learning Days, Community Action Projects, and Mentorship Program.

In late 2007, CFWY embarked on a pilot project, titled Leadership West Yellowhead. The objectives of the pilot project and the subsequent three-year continuation of the program were to determine an effective method of increasing community leadership capacity in the West Yellowhead, and to develop a community leadership program, the outcomes of which would significantly contribute to the ensuring the sustainability of our region. Re-introducing this program will strengthen our local businesses, non-profits, and municipalities by ensuring that participants see the cooperative role that leaders play in the success of our rural communities.

Highlights from the pilot project and three-year program include:

* Development of a high-quality community leadership program, founded on a strong curriculum that has been widely acclaimed by program participants and their employers
* Achievement of the Western Economic Diversification Minister’s Award for Innovation and Excellence in October 2008 at the Community Futures Alberta Symposium
* Recognition of the project’s outstanding merit at the Community Futures National Symposium in May 2009.
* 57 new leaders from diverse backgrounds and from all sectors in the West Yellowhead region who continue to work, live, and play in the West Yellowhead.
* Completion of 15 community action projects for non-profits in the West Yellowhead region.

The return of the Leadership West Yellowhead program is needed in our region. Our region is witnessing a more silent transition through demographics. Organizations are operating with a bare minimum number of volunteers, board members, and individuals who are willing and /or qualified to take guiding roles. This is also seen in our small difficult to fill or sit vacant, waiting for individuals to step forward. Members of our communities who have held such positions are suffering from burn-out (from years of fulfilling their commitments through a pandemic) or are retiring and leaving the community. A new generation of leaders must be cultivated to continue in these important and essential organizations. Increasing leadership potential is also an excellent retention tool for current employees and for business owners looking to increase organizational capacity in their businesses.

The ongoing sustainability of our communities is uncharted at this point. Skilled labour shortages, reduced cash flow (public, private, and household), empty retail locations, unprecedented number of businesses for sale, loss of professionals and shifts in the population are symptomatic of this transition. Left unaddressed, these influences could lead to a loss in the viability of our mainstream economic drivers as our communities are struggling to rebound after the pandemic.

Proposed outcomes for Leadership West Yellowhead 2.0 include:

* Increased community capacity throughout the West Yellowhead region because of an enhanced community leadership program.
* Availability of widely accessible, high quality learning opportunities at workshops and through the comprehensive program that promotes community leadership concepts to a broader audience
* Development of ongoing engagement of a strong diverse regional network of civic-minded leaders, spanning the region’s geographic area and crossing sectoral boundaries
* Skilled assistance to several non-profits through the completion of the Community Action Projects by program participants
* Attraction and retention of employees in the West Yellowhead in small businesses who desire to build capacity through leadership training

**Introduction and Background**

Community Futures West Yellowhead (CFWY) is a non-profit organization that is dedicated to building an economically diverse future for the communities of the West Yellowhead. Staffed by seasoned business professionals, and guided by a volunteer Board of Directors, we are more than just a business lender. We have over 30 years of experience helping rural entrepreneurs grow and thrive as small business owners. We understand where you are now, and where you want to go in the future.

Our services for small businesses are designed to help the West Yellowhead region residents start, grow, expand, franchise, or sell their business. With a number of specialized business training programs, regular business networking events, community economic development projects and flexible business loans to offer, we are here to help you achieve your business goals.

Community Futures West Yellowhead (CFWY) is funded by Prairies Economic Development Canada (PrairiesCan). Community Futures Network of Canada supports small business and rural economic diversification since 1986 and now has 267 offices across the country.

CFWY helps entrepreneurs and small business owners throughout the West Yellowhead region, including Edson, Yellowhead County, Hinton, Jasper, and Grande Cache and its surrounding enterprises and cooperatives in the Municipal District of Greenview.

Our ultimate goal is to help the West Yellowhead grow and thrive economic diversification – we help businesses across all industries. Rural Economic Diversification is the core of what we do. We work alongside community lenders and other key stakeholders to create Community Economic Development plans and implement projects that support value-added activity and expansion into new sectors. We take the pulse of our business community and provide guidance on business retention and succession planning strategies.

**Project Design**

CFWY is seeking workshop instructors to assist in the delivery of the Leadership West Yellowhead 2.0 program in the following capacity from January 2024 to June 2024

**Learning Day #1: Authentic Communication through Diversity, Equity, and Inclusion (Scheduled for January 31, 2024) Location TBD; Time: 9:00 am to 11:00 am**

This session will be open to the public by zoom and will be in person for full program participants.

Diversity, equity, and inclusion practices are becoming more relevant in our world and learning how to communicate with each other is increasingly important. Individuals will have an improved sense of communication with a diversity, equity, and inclusion lens at the end of the session. This session is based on the Kouzes and Posner’s Practice of Explementary Leadership of “Model the Way” with a focus on the Commitments of “Clarify Values” and “Set the Example”.

**Learning Day #2: Leading Projects: Project Management 101 (Scheduled for February 21, 2024) Location TBD; Time: 9:00 am to 11:00 am**

This session will be open to the public by zoom and will be in person for full program participants.

Project Management is becoming a much-needed trait in our growing world as leaders are expected to design project plans, maintain operational budgets, and deliver outcomes. Individuals will have a sense of how to build a project plan and budget and meet deliverable through this session. This session is based on the Kouzes and Posner’s Practice of Explementary Leadership of “Inspire a Shared Vision” with a focus on the Commitments of “Envision the Future” and “Enlist Others”.

**Learning Day #4: Collaborative Leadership (Scheduled for April 24, 2024) Location TBD; Time: 9:00 am to 11:00 am**

This session will be open to the public by zoom and will be in person for full program participants.

Bringing individuals into a team is not easy but it is a crucial part of leadership and inspiring innovation is a primary ingredient to making the teamwork. Ensuring cooperation is important to positively impact others and the organization. Individuals will leave this session with tips and tools on how to build and promote innovation and collaboration in a team and ensure that they want to stay. This session is based on the Kouzes and Posner’s Practice of Explementary Leadership of “Enable Others to Act” with a focus on the Commitments of “Foster Collaboration” and “Strengthen Others”.

**Learning Day #6: Transformational Leadership (Scheduled for June 19, 2024) Location TBD; Time: 9:00 am to 11:00 am**

This session will be for full program participants only.

Transformational leaders are contagious and inspire individuals to follow their ideas and their vision. It is a leadership style that can create positive change in individuals, organizations, and our communities. Individuals will see transformational leadership in action with this hands-on workshop that is design to leave the participant inspired for their next leadership activity. Proposals are encouraged to incorporate outside activities given that this is the last learning day of the program and that it is close to National Indigenous Peoples Day. This session will incorporate the entire Leadership Challenge practices of Kouzes and Posner.

**Contractor Requirements**

Preference will be given to submissions that work and reside in the West Yellowhead region; however, those outside the region are encouraged to apply.

The session instructor is expected to secure their own equipment for this project. We also expect the session instructor to work in conjunction with CFWY designated staff to develop material that mirrors our target audience of current or potential entrepreneurs.

The marketing specialist is responsible for all project management, leading the work and achieving the project goals given scope, time, and budget.

If the execution of work to be performed by your company requires the hiring of sub-contractors, please clearly state that in your proposal. Sub-contractors must be identified and the work they will perform must be defined. CFWY will not refuse a proposal based on the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

Submissions can be for any of the workshops listed above and proposals are encouraged for part or all of the required learning days.

Session instructors should have experience delivering training in a hybrid setting with participants on both zoom and, in the classroom, setting.

**Proposal Requirements**

Proposals must include:

* Summary of any relevant experience and resources demonstrating your ability to meet the requirements stated above.
* Examples / samples of past projects, preferably of similar size and scope
* Proposed budget, including fixed pricing quote for the project as outlined above and must be inclusive of GST, travel, mileage, and any expenses incurred for the session
* Projected costs may be subject to negotiation between CFWY and the selected provider
* Proposed schedule for the project, including various stages, milestones, and payments.
* Three references, preferably past clients, and their respective contact information including name, organization / company, phone number and email address
* Point of contact information, including name, title, phone number and email address.

Interested parties should submit their responses to Nancy Robbins, General Manager, via email no later than 4:00 PM on November 30, 2023.

Proposals received after the due date and time will be deemed non-responsive and will not be considered

All proposals shall remain valid for ninety (90) days following the final date of submission. All proposals become the sole property of CFWY

Please clearly indicate in your proposal which or all learning days for which you are submitting a proposal,

**Selection Criteria**

Proposals received will be evaluated by CFWY on the following selection criteria:

* Understanding and scope of the Leadership West Yellowhead program and the learning days
* Original and creative vision
* Ability to meet the expected timeline for completing the project
* Cost-effectiveness
* If you have any alternative solutions or suggestions for the direction of this project, please submit them with your proposal

**Contract Terms**

CFWY will negotiate the contract terms upon selection of the contractor. All contracts are subject to review by CFWY, and the project will be awarded upon the signing of the contract, which will outline terms, scope, budget, and other necessary items.

**RFP Timeline**

September 1, 2023 – opening of RFP

November 30, 2023 – closing of RFP

December 15, 2023 – contract and confirmation of sessions completed

**Other considerations**

Proposals will be viewed by CFWY Staff and once selected, the respondent will be notified. Evaluation of proposals will be under the jurisdiction of CFWY. CFWY will evaluate proposals submitted and engage in interviews and/or discussion with the respondents deemed most qualified.

After the completion of the RFP process, CFWY will select the respondent that best represents itself as capable of meeting the needs of CFWY. CFWY reserves the right to reject any or all submissions or to waive any minor defects or irregularities in any submission. CFWY further reserves the right, without prior notice, to supplement, amend, or otherwise modify this RFP.